IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT:

E . 2 19

Alexander Gallo Holdings, LLC

SERIAL NO.:

77/917,111

TRADEMARK:

ESQUIRE

FILING DATE:

January 21, 2010

CLASS:

45

To:

Commissioner for Trademarks

P.O. Box 1451

Alexandria, VA 22313-1451

Attn:

Barbara Brown

Trademark Examining Attorney

Law Office 116

EX PARTE APPEAL FROM EXAMINER OF TRADEMARKS

Applicant hereby appeals to the Trademark Trial and Appeal Board from the decision of the Examiner of Trademarks refusing registration. Please charge our Deposit Account Number 02-2555 for all fees due in connection with the filing of this appeal. Applicant annexes hereto a Request for Reconsideration to be forwarded from the Board to Law Office 116 accordingly.

Applicant reserves the right to oral argument. 07/19/2011 SULLSON1 00000001 022555 77917111

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Respectfully submitted,

ALEXANDER GALLO HOLDINGS, LLC

Dated: July 13, 2011

By:

Timethy D. Pecsenye

Sean W. Dwyer Its Attorneys

BLANK ROME LLP One Logan Square Philadelphia, Pennsylvania 19103 (215) 569-5539

CERTIFICATE OF MAILING

I hereby certify that this document is being deposited in an envelope addressed to the Commissioner for Trademarks, P.O. Box 1451, Alexandria, Virginia 22313-1451, via first class mail, postage prepaid on July 13, 2011.

Sean W. Dwwer